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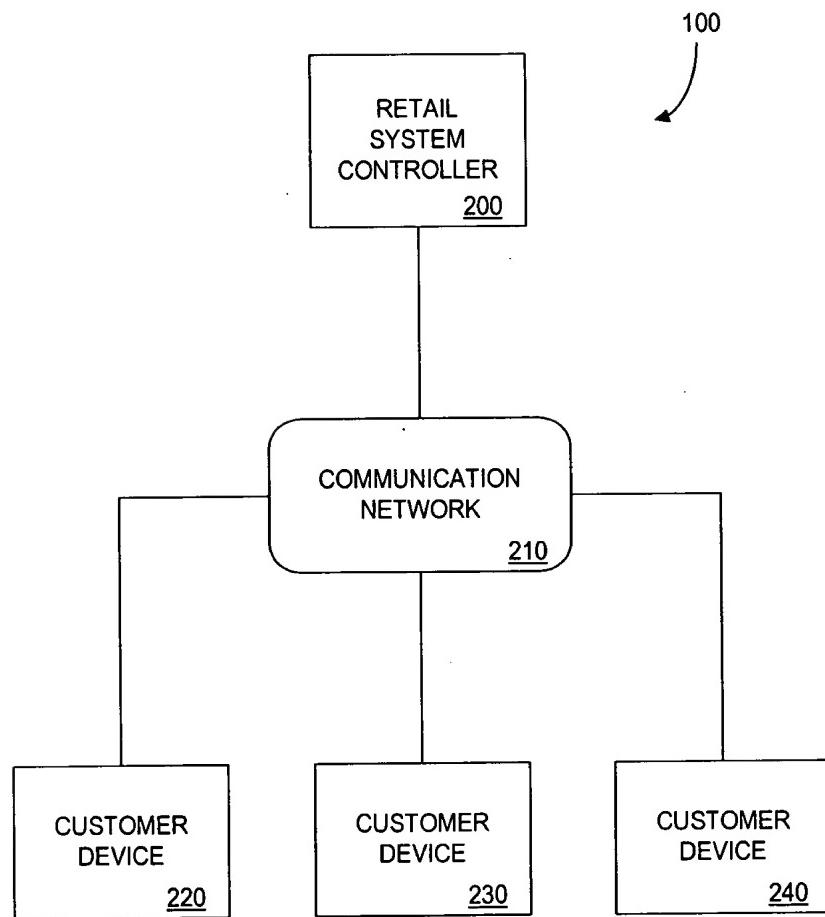


FIG. 1

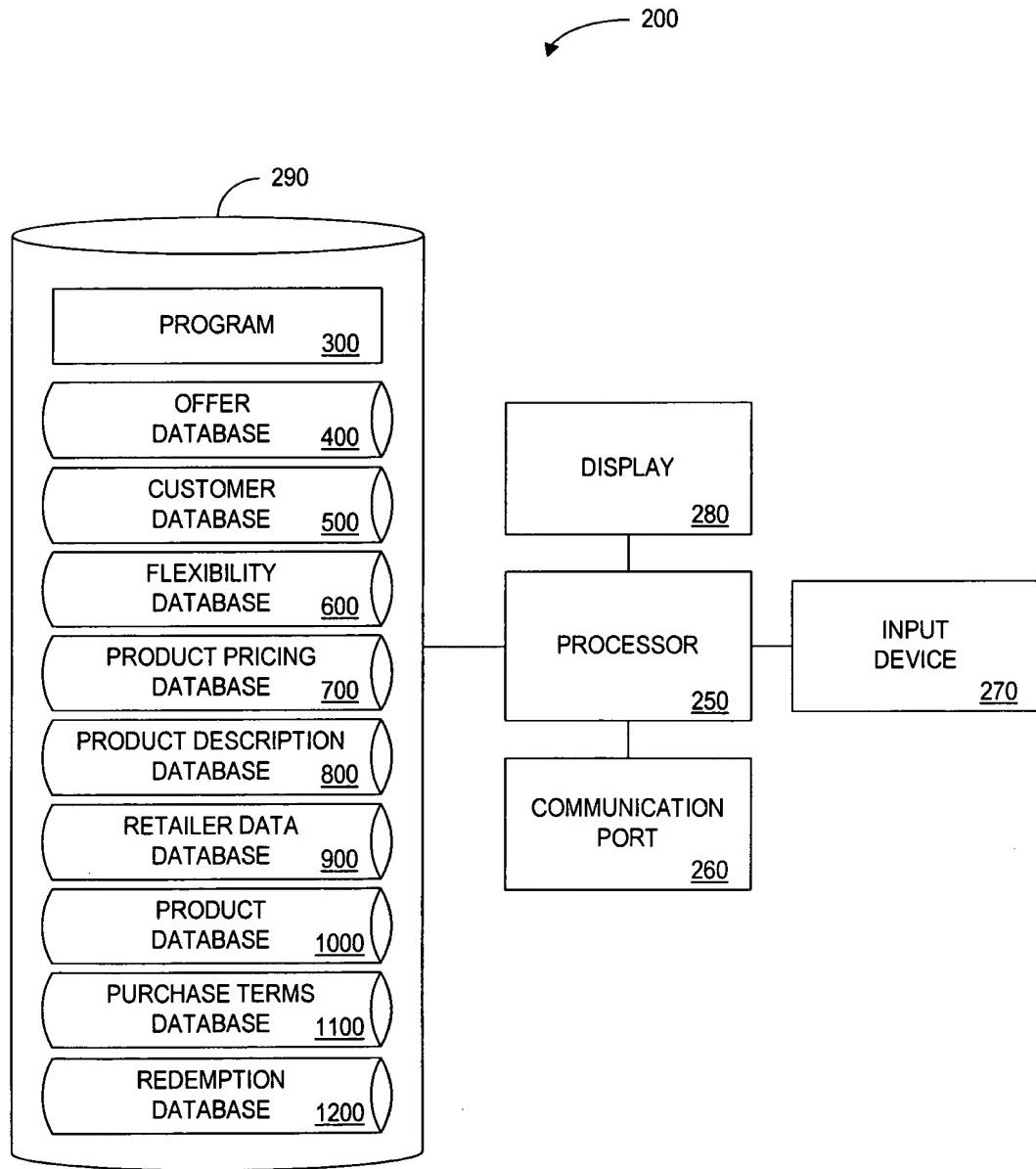


FIG. 2

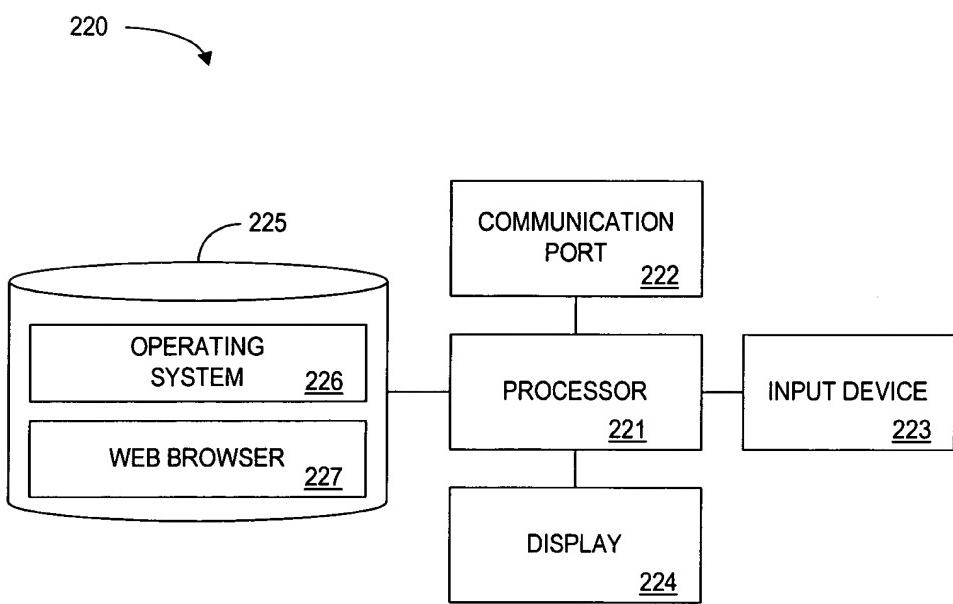


FIG. 3

FIG. 4A

400

OFFER IDENTIFIER <u>402</u>	CUSTOMER IDENTIFIER <u>404</u>	MANUFACTURERS <u>406</u>	FEATURES <u>408</u>	PICKUP LOCATIONS <u>410</u>	PRODUCT STATES <u>412</u>	OFFER STATUS <u>414</u>
T-101555	C-4321333	SONY, MAGNAVOX, OR TOSHIBA	PIP	STAMFORD OR HARTFORD	NEW	PENDING SYSTEM
T-333010	C-9876555	SONY	30" SCREEN, AND PIP	NEW YORK FLOOR MODEL	NEW OR FLOOR MODEL	ACCEPTED BY CUSTOMER
T-654321	C-1234567	MAGNAVOX	PIP	TEANECK	NEW	REDEEMED
T-999876	C-8777665	ANY	UNIVERSAL REMOTE, AND V-CHIP	BOSTON	NEW OR USED	DENIED BY CUSTOMER
T-753642	C-6123234	TOSHIBA	UNIVERSAL REMOTE, AND V-CHIP	PROVIDENCE	NEW	PENDING CUSTOMER

400

OFFER IDENTIFIER <u>402</u>	CUSTOMER IDENTIFIER <u>404</u>	OFFERED PRICE <u>416</u>	OFFER STATUS <u>414</u>
T-101556	C-3334321	\$200	PENDING CUSTOMER
T-100333	C-6789555	\$150	ACCEPTED BY CUSTOMER
T-654123	C-7654321	\$10 LESS THAN RETAIL	REDEEMED
T-876999	C-5888777	20% OFF RETAIL	DENIED BY CUSTOMER
T-642753	C-8234123	\$400 to \$425	PENDING SYSTEM

FIG. 4B

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500
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CUSTOMER IDENTIFIER	CUSTOMER NAME	CUSTOMER CONTACT INFORMATION	PAYMENT IDENTIFIER
<u>502</u>	<u>504</u>	<u>506</u>	<u>508</u>
C-4321333	JANE DOE	170 CENTER ST. NOWHERE, CA 90210	CC-4444-3333- 2222-1111
C-1234222	CLIFFORD BROWNIE	CBROWNIE@ ADDRESS.COM	CC-5555-4444- 3333-2222
C-6789555	MILES DAVIE	(555)222-1221	CC-6666-5555- 4444-3333
C-1234567	ELIE PAUL	1 SMART WAY NY, NY 10023	PAID
C-5888877	STINGFORD FALL	2 CEDAR LANE STAMFORD, CT 06900	CC-7777-6666- 5555-4444

FIG. 5

09540135-032100

600

PRODUCT CATEGORY: STANDARD TV	
CONDITION	FLEXIBILITY POINTS
610	620
MANUFACTURER	+10 EACH
FEATURE	-5 EACH
PICKUP LOCATION	+10 EACH
PRODUCT STATE	+15 EACH

FIG. 6A

600

PRODUCT CATEGORY: STANDARD TV		
CONDITION VALUE	FLEXIBILITY POINTS	WEIGHTING FACTOR
<u>630</u>	<u>640</u>	<u>650</u>
SONY	+10	5
MAGNAVOX	+10	0.5
TOSHIBA	+10	1
STEREO SOUND	-5	4
V-CHIP	-5	1
PIP	-5	3
STAMFORD	+10	2
HARTFORD	+10	3
NEW	+15	1
FLOOR MODEL	+15	4

FIG. 6B

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700

PRODUCT CATEGORY: STANDARD TV	
FLEXIBILITY SCORE	SALE PRICE
<u>710</u>	<u>720</u>
61-80	\$150
41-60	\$200
21-40	\$250
0-20	\$300
-15-0	\$400

FIG. 7A

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700

PRODUCT CATEGORY: STANDARD TV	
FLEXIBILITY SCORE	% DISCOUNT
<u>710</u>	<u>730</u>
61-80	30%
41-60	25%
21-40	20%
0-20	15%
-15-0	10%

FIG. 7B

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700

FLEXIBILITY SCORE <u>710</u>	SALE PRICE FOR PRODUCT P-100 <u>740</u>
61-80	\$150
41-60	\$200
21-40	\$250
0-20	\$300
-15-0	\$350

FIG. 7C

700

PRODUCT CATEGORY: STANDARD TV		
CONDITION	REQUIREMENT	% DISCOUNT
<u>750</u>	<u>760</u>	<u>770</u>
MANUFACTURER	1 VALUE	0%
	2 VALUES	5%
	3 VALUES	10%
FEATURE	1 VALUE	10%
	2 VALUES	5%
	3 OR MORE VALUES	0%
PICKUP LOCATION	1 VALUE	0%
	MORE THAN 1 VALUE	5%
STATE OF PRODUCT	1 VALUE	0%
	MORE THAN 1 VALUE	5%

FIG. 7D

 800

PRODUCT CATEGORY: STANDARD TV	
% DISCOUNT	DESCRIPTION BROADENING RULES
810	<u>820</u>
0-10%	1 MANUFACTURER 3 GUARANTEED FEATURES 1 PICKUP LOCATION
11-20%	2 MANUFACTURERS 2 GUARANTEED FEATURES 2 PICKUP LOCATION
21-30%	3 MANUFACTURERS 1 GUARANTEED FEATURE 2 PICKUP LOCATIONS
30% OR MORE	5 MANUFACTURERS 1 GUARANTEED FEATURE 5 PICKUP LOCATIONS 2 STATES OF PRODUCT

FIG. 8

FIG. 9A



PRODUCT CATEGORY: STANDARD TV			
MANUFACTURER	CURRENT INVENTORY 902	FORECASTED CURRENT INVENTORY 904	CURRENT / FORECASTED 906
SONY	50 UNITS	10 UNITS	5.0
MAGNAVOX	20 UNITS	40 UNITS	0.5
TOSHIBA	20 UNITS	20 UNITS	1.0

FIG. 9B



PRODUCT IDENTIFIER	CURRENT SALES <u>910</u>	FORECASTED CURRENT SALES <u>904</u>	CURRENT / FORECASTED <u>906</u>
P-1000	14 UNITS	16 UNITS	0.875
P-1002	25 UNITS	20 UNITS	1.25

DATA ELEMENTS

1000

PRODUCT CATEGORY: STANDARD TV

PRODUCT IDENTIFIER	MANUFACTURER	FEATURES	PICKUP LOCATIONS	PRODUCT STATES	MINIMUM ACCEPTABLE PRICE	RETAIL PRICE
<u>1002</u>	<u>1004</u>	<u>1006</u>	<u>1008</u>	<u>1010</u>	<u>1012</u>	<u>1014</u>
P-1000	MAGNAVOX	PIP	STAMFORD, TEANECK	NEW	\$150	\$266
P-1001	SONY	29", PIP, V-CHIP, 181 CHANNEL	MILTON, PROVIDENCE	NEW	\$450	\$300
P-1002	TOSHIBA	PIP	HARTFORD	NEW, REFURBISHED	\$200	\$350

FIG. 10

FIG. 11



PURCHASE TERMS IDENTIFIER <u>1102</u>	OFFER IDENTIFIER <u>1104</u>	GENERATED PURCHASE TERMS <u>1106</u>
PT-777333	T-101555	\$200
PT-555521	T-555101	SONY 31"
PT-333555	T-654321	\$250

FIG. 12



REDEMPTION IDENTIFIER <u>1202</u>	PURCHASE TERMS IDENTIFIER <u>1204</u>	PRODUCT IDENTIFIER <u>1206</u>	REDEMPTION STATUS <u>1210</u>	REDEMPTION INFORMATION <u>1208</u>
R-33344	PT-777333	----	AWAITING PAYMENT	PICKUP IN 3 MONTHS AT STAMFORD
R401201	PT-333555	P-1000	PENDING CUSTOMER PICKUP	PICKUP NOW ANY LOCATION

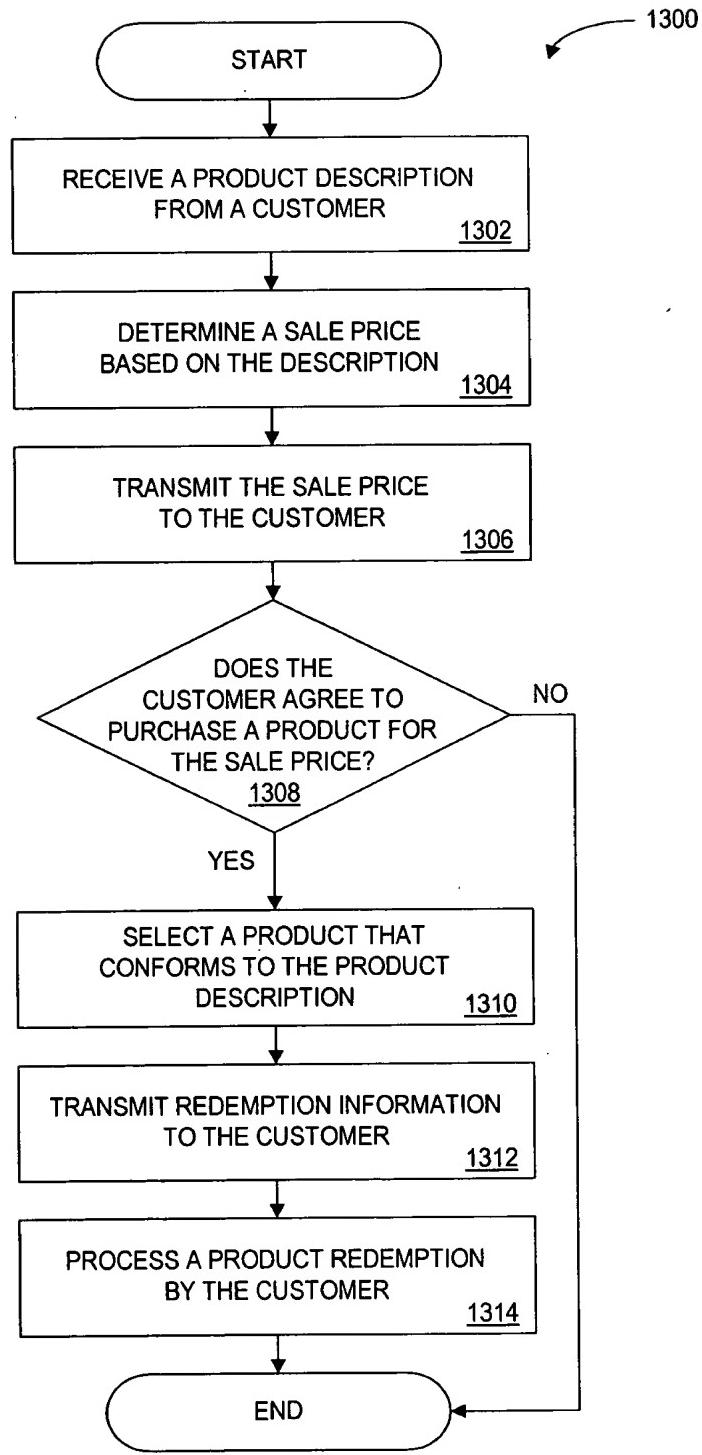


FIG. 13

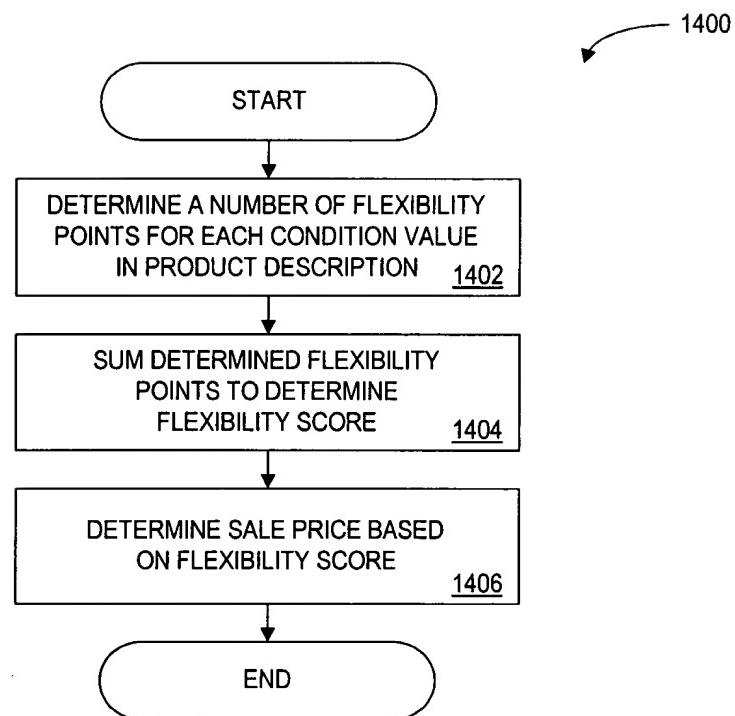


FIG. 14

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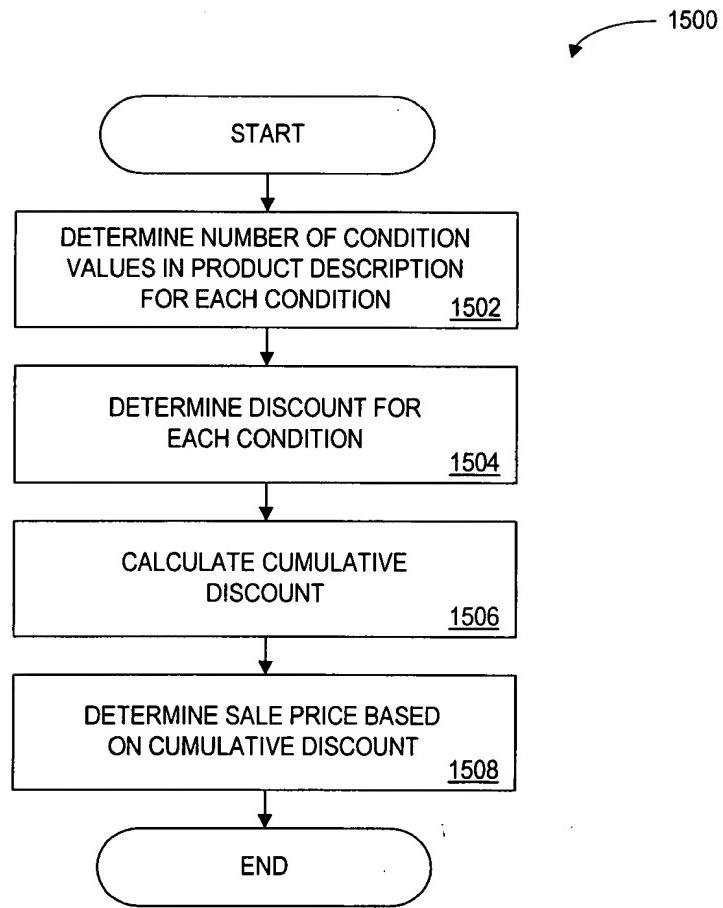


FIG. 15

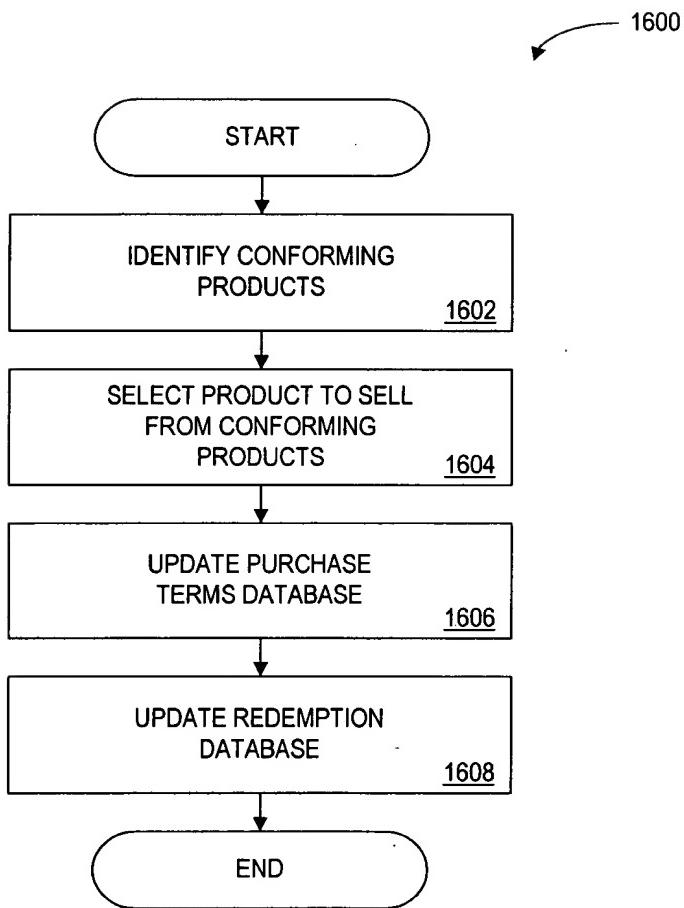


FIG. 16

FIGURE 17 - FIGURE 17

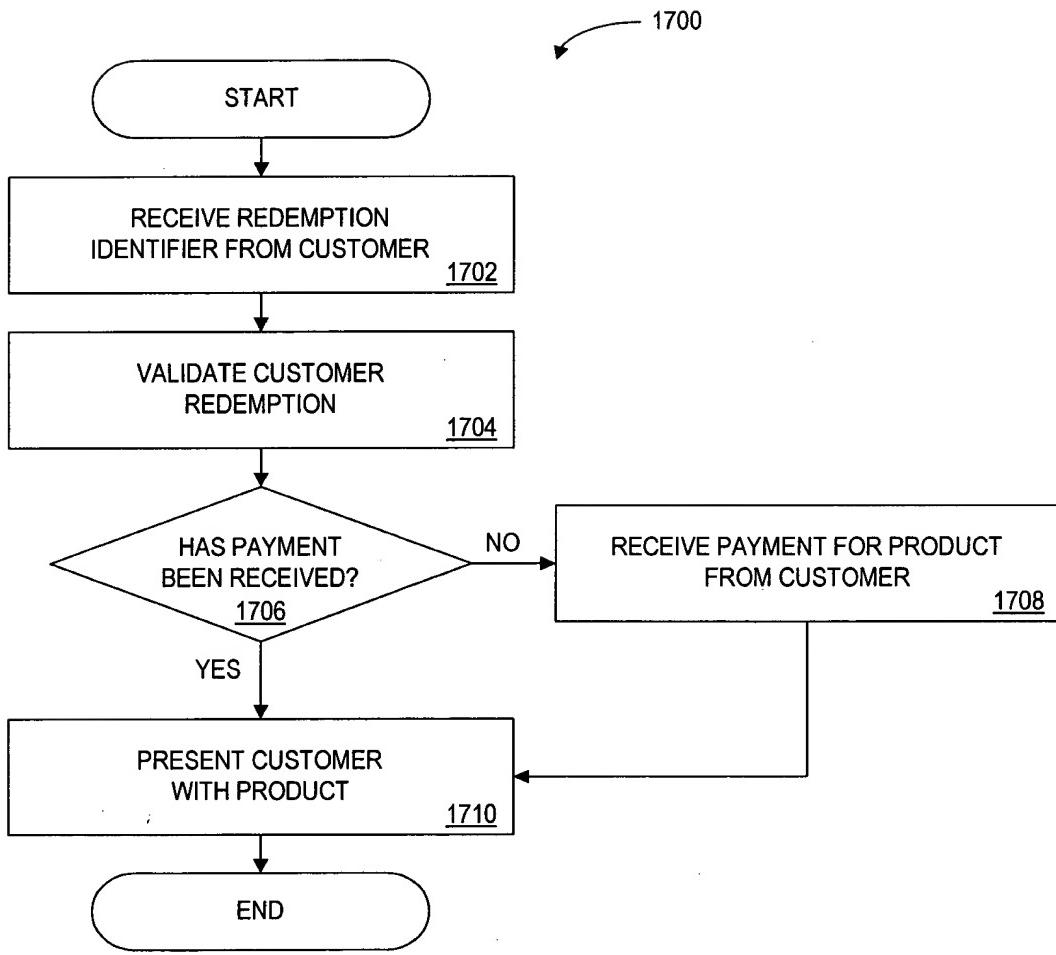


FIG. 17

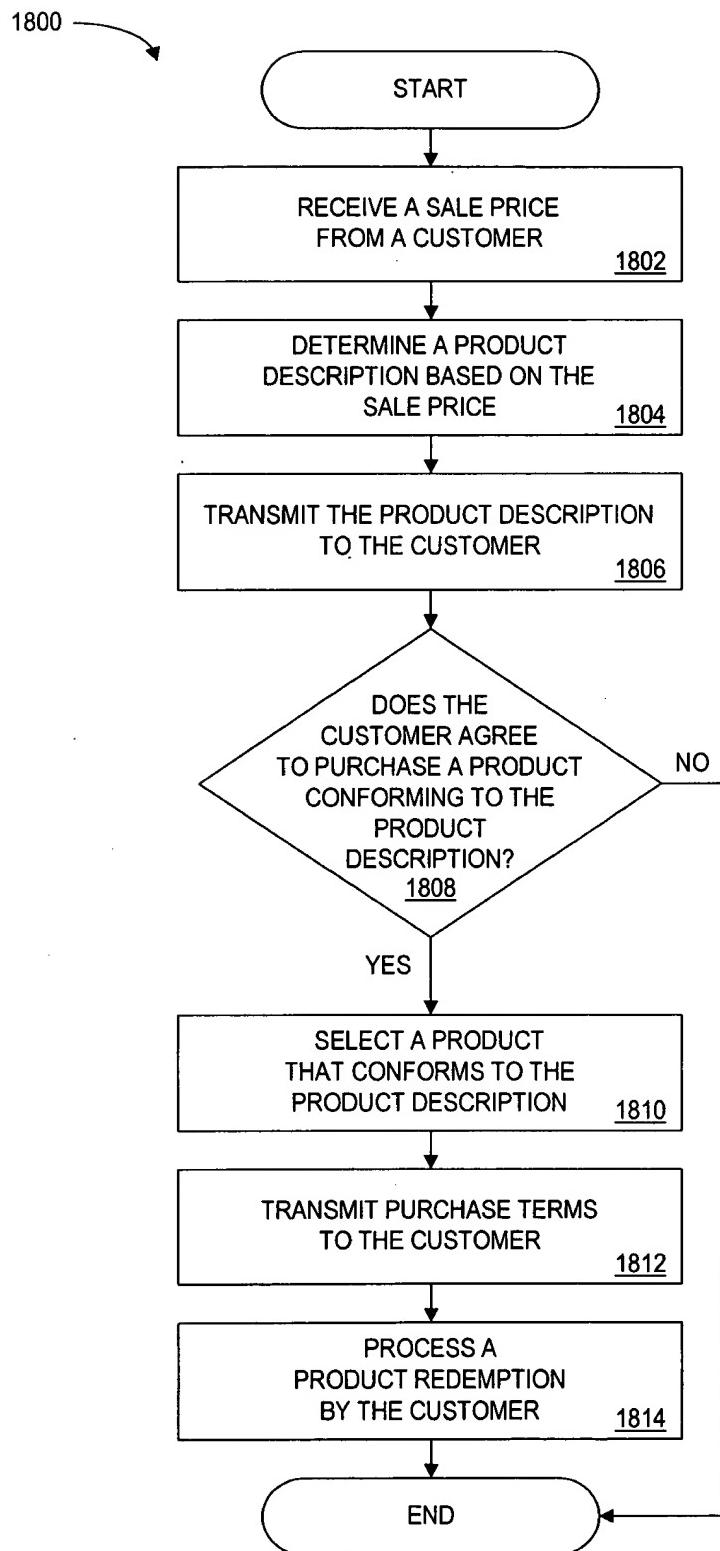


FIG. 18

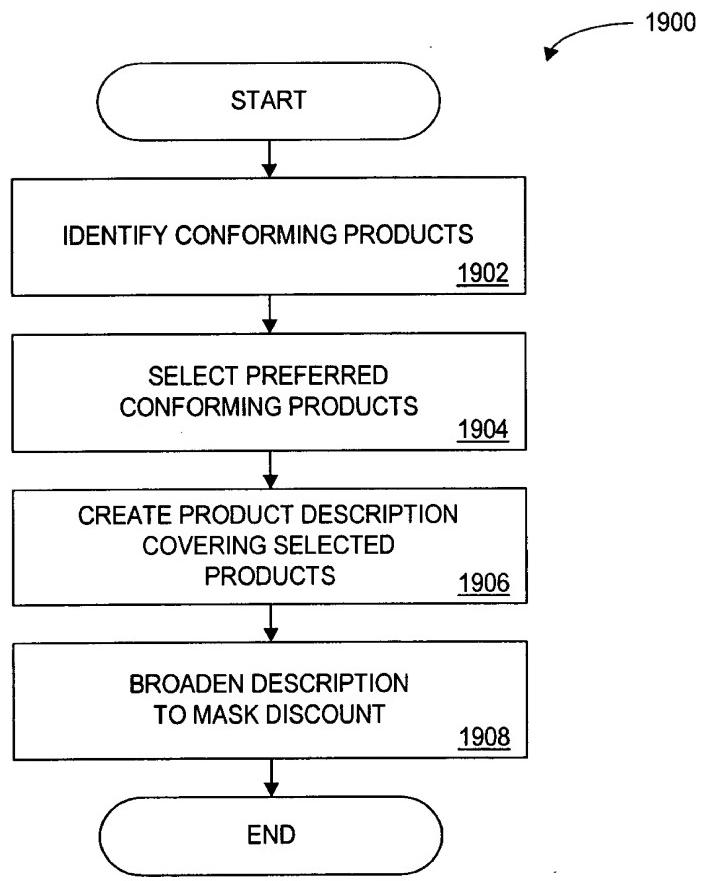


FIG. 19

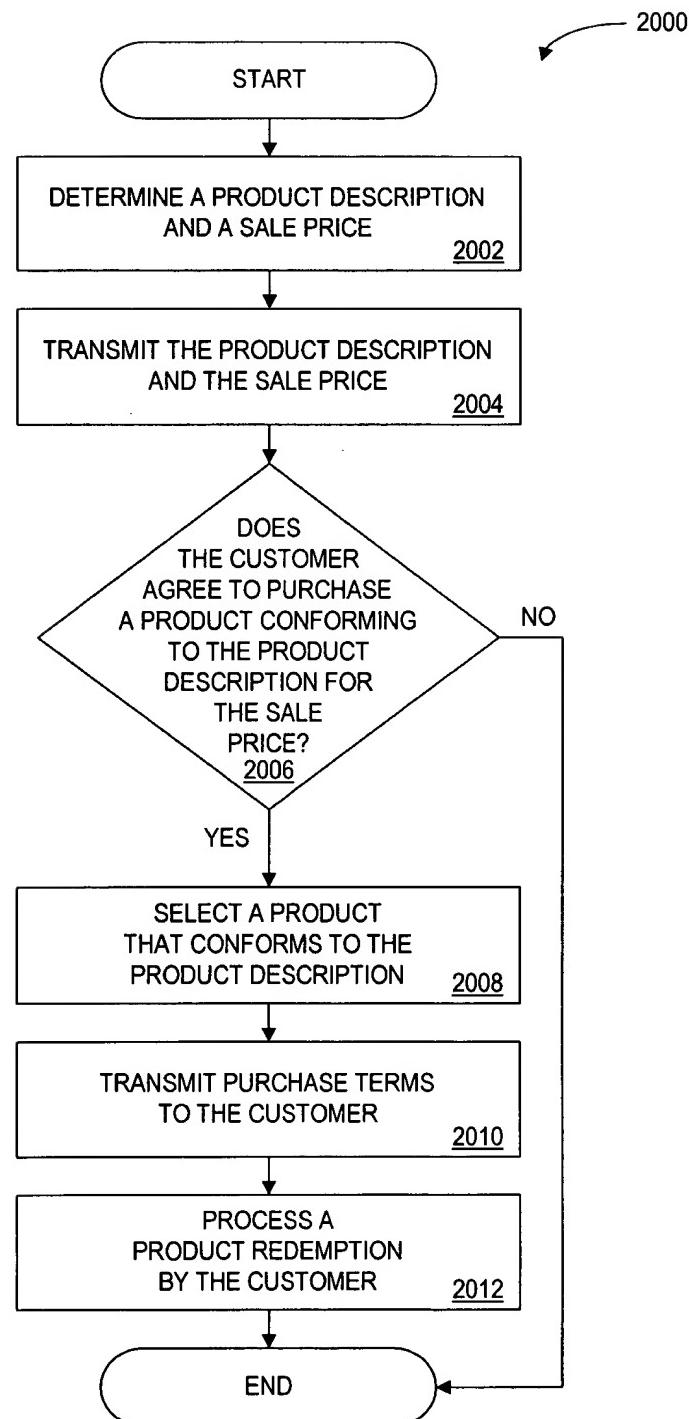


FIG. 20

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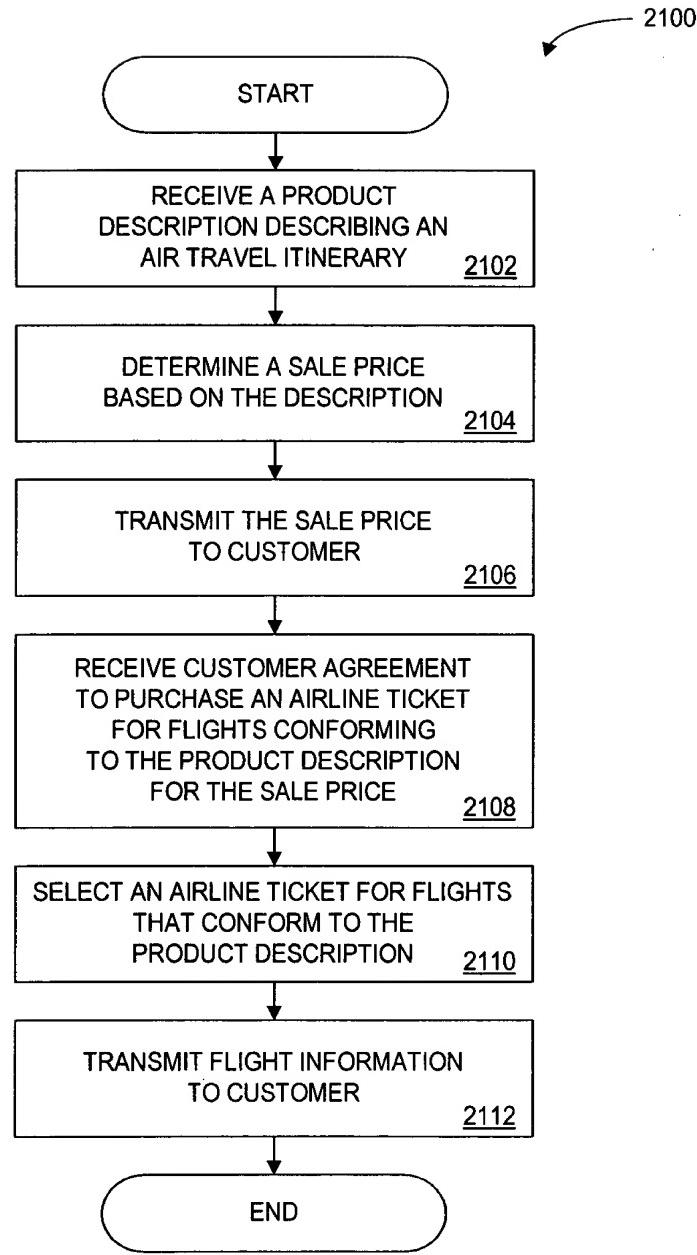


FIG. 21